

OFFICE OF SMALL BUSINESS PROGRAMS

SMALL BUSINESS SUCCESS STORY: COMMUNICATION IS KEY

What makes a small business stand out in today's challenging environment? Trox Austell, CEO, Creative Management Technology, Inc. (CMTI) believes it is all about the relationships with customers and employees.

CMTI has proven to be an outstanding mission-focused subcontractor on NASA's space exploration program, handling and expediting billions of dollars worth of Space Station elements, through pre-ship planning, receipt, and delivery at Kennedy Space Center (KSC), Florida.

"We spend a great deal of time with the customer," said Austell. "We become an integral part of what they do and learn to adapt to their requirements by listening."

Austell has adopted a quality model to measure his company's progress and continues to achieve specific organizational characteristics. Presently, CMTI is focusing on operations, expanding services and customers, profitability, and increased risk tolerance in the current business climate.

Presently, The Boeing Company's Checkout, Assembly, and Payload Processing Services (CAPPS) program at KSC is mentoring CMTI, under NASA's Mentor-Protégé Program. The partnership between Boeing and CMTI is aimed at increasing



Trox Austell, CEO,
Creative Management
Technology, Inc.

graphics, and janitorial services. "Federal contracting is becoming increasingly competitive. Our mentor-protégé relationship with Boeing will help us develop both technical and corporate competencies," said Austell.

CMTI is committed to continue to provide NASA with superior goods and services in support of the Agency's mission to "pioneer the future in space exploration, scientific discovery, and aeronautics research."

Headquartered in Cape Canaveral, Florida, CMTI has provided continuous direct or subcontract support to the NASA Shuttle and International Space Station programs for more than 15 years. With a 21-year track record of strong performance, CMTI provides a broad array of engineering,

logistics, operations, and maintenance services to aerospace and Federal Government clients.

Creative Management Technology, Inc.

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the skills and capabilities of the small disadvantaged business. CMTI was selected for the exceptional logistics, transportation, and warehouse services it provides on the CAPPS program and its desire to grow to the next level as a business.

As a subcontractor to Boeing, CMTI provides transportation, receiving, kitting, warehouse services, CAD/CAE, clean room janitorial, repro/

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OFFICE OF SMALL BUSINESS PROGRAMS

SBS SPOTLIGHT



ROSA E. ACEVEDO-RODRIGUEZ

ASSOCIATE CHIEF FOR
STRATEGIC PLANNING
PROCUREMENT OPERATIONS DIVISION

Goddard Space Flight Center

Rosa E. Acevedo-Rodriguez, or as everyone knows her by "Rosa," began her small business career over 10 years ago. Her passion to assist small businesses has been demonstrated by the performance of the Goddard Space Flight Center (GSFC) in achieving its

small business goals. GSFC, one of the largest NASA Centers, has consistently achieved its small business goals over the years. In FY09, GSFC achieved a 24.9 percent small business percentage on a \$3 billion acquisition budget. This is the highest percentage for any of NASA's large Centers. Since taking on the small business specialist roll in FY97, the Center has gone from awarding small businesses \$261 million a year to over \$700 million for FY09.

Rosa began her career with NASA in 1984 at the GSFC where she served as a Contracts Specialist with the Engineering Procurement Office. One of the keys to Rosa's small business success is her procurement knowledge. She procured much of the hardware and services required by Engineering Procurement engineers at GSFC. After leaving the office, Rosa became the contracting officer for the Tracking and Data Relay Satellites (TDRS) and afterward supported the Space Sciences Directorate. Rosa has supported

the Explorers, Sun/Earth Connection, Earth Observing Systems, Space Sciences, and Earth Sciences programs throughout GSFC.

In 1997, Rosa became a procurement manager and had in her charge all procurement data systems and the small business programs for the Center. In 2002, she became the Associate Chief for Strategic Planning, for the Procurement Operations Division. Rosa supports the Center in determining the Acquisition Strategy for our major procurements, while continuing to manage the maintenance of our procurement data systems and small business programs.

As the Center's small business specialist, she has been responsible for ensuring that all procurements over \$100,000 are considered for setting aside to the small business community and assisting industry in working with the Government, NASA specifically. As a leader, she has a group of analysts that provides Industry and the community with counseling on "how to do business" with NASA and specifically with GSFC and Headquarters. Their counseling sessions take place with mostly very small businesses and include reviewing their business strategies. In addition, she assists in finding subcontracting and teaming opportunities throughout NASA. Further, her responsibilities as the strategic planner provide Rosa with the opportunity to participate and know those "future procurements and efforts" to be undertaken by the Center and recommend strategies for awarding new procurements or revising the present ones.

Rosa grew up in Carolina, Puerto Rico, and received her B.S. degree in Biology from the University of Puerto Rico, Mayaguez Campus. She is married and has a son attending Towson University.



AA's CORNER

Everyone here in Washington, DC, is very happy to finally have spring arrive. After all the snow we received this winter, it will be nice to see the lawn again and to put away the snow shovels. The arrival of spring also brings many changes in the world of Small Business Programs. NASA will award the second Administrator's Cup to the NASA Center that has the best overall Small Business Program in the Agency as documented in the small business program report. This year, the reports were scored by the Office of Small Business Programs at USAID, DHS, and DOD, and Administrator Bolden and I are looking forward to presenting the award soon.

The NASA Vendor Database (NVDB) was recently launched. This database consolidates the various databases that are currently being utilized at the Centers to locate small businesses that have expressed interest in doing business with NASA. The NVDB will be accessible by all NASA employees to assist them in conducting a thorough market research during the early phase of acquisition planning, which will be used to decide if the procurement will be a small business set-a-side or full and open. All companies that are interested in doing business with NASA should register in the database found at <http://www.nvdb.nasa.gov>.

NASA Form 1787 will now be used by all Centers to document the procurement strategy. The form entitled "Small Business Coordination Record" is mandatory for all procurements over \$100,000 and those under \$100,000 that were not set-a-side for small business.

The NASA Mentor-Protégé Program is doing well and we are excited that Boeing was the first mentor to utilize the award-fee provision of the program. Boeing mentored one of NASA's SBIR phase 2 companies and raised the technology level of the company four levels which allowed NASA to use the more matured technology in our programs. I would also like to recognize Science Applications International Corporation

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NEW OSBP EMPLOYEE

DIANE THOMPSON,

PROGRAM MANAGER

NASA OFFICE OF SMALL BUSINESS PROGRAMS

Diane Thompson is our newest OSBP team member. Diane joins the team after serving as a procurement analyst and contracting officer at NASA Headquarters. Prior to NASA, she worked for the Department of Defense's Naval Air Systems Command, Naval Facilities Command, the

Marine Corps, David Taylor Naval Research Lab, and the Army at the Pentagon. She is NASA's Women-owned Small Business Program Manager and manages the Mentor-Protégé program, the HBCU/MI program, and Strategic Sourcing/Bundling. Diane's favorite quote is from Albert Einstein: "The only source of knowledge is experience." Her extensive procurement background makes her a valuable addition to our group.

SMALL BUSINESS PROGRAMS



20TH ANNIVERSARY OSDBU PROCUREMENT CONFERENCE



The 2010 OSDBU Procurement Conference will be held on Wednesday, April 21, at the Dulles Expo Center in Chantilly, Virginia. The OSDBU Procurement Conference is a national conference fostering business partnerships between the Federal Government, its prime contractors, and small, minority, service-disabled veteran-owned, veteran-

owned, HUBZone, and women-owned businesses. For more information, visit: <https://www.fbcinc.com/osdbu/>.



The 2010 National Veteran Small Business Conference and Expo will be held from 19–22 July at Caesars Palace in Las Vegas, Nevada. As the largest conference of its kind, this nationwide conference will bring together over 3,200 attendees from veteran-owned and service-disabled veteran-owned small businesses (VOSB/SDVOSBs), Federal agencies and departments, and prime contractors to share best practices of how to do business together.

In addition to many educational sessions on Federal contracting for small businesses, attendees will have the opportunity to showcase their businesses in a large exhibit hall and conduct one-on-one matchmaking meetings with highly qualified businesses and Government officials in their industry. The conference is open to both Government and nongovernment personnel.

Conference Agenda

The conference will provide you with the information you need to navigate the Federal acquisition process—from the Government perspective as well as the commercial side. General Sessions and breakouts will include a variety of subjects, such as the following:

- Contracting procedures
- Marketing and selling to the Federal Government

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NASA MENTOR-PROTÉGÉ PROGRAM UPDATE

The NASA Mentor-Protégé Program, established in 2008 by NASA's Office of Small Business Programs, allows large companies to pair with eligible small businesses and institutions to establish long-term relationships, enhance technical capabilities, and enable them to successfully compete for larger, more complex prime-contract and subcontract awards.

Recent Mentor-Protégé highlights include the February 3, 2010 Mentor-Protégé agreement between Jacobs Technology of Huntsville, Alabama and Tuskegee University, a Historically Black College in Tuskegee, Alabama; and the January 25, 2010 agreement signed between Alliant Techsystems, Inc. (ATK) and Lansmont Corporation, a service disabled veteran owned small business in Monterey, California.

There are currently 11 active Mentor-Protégé Agreements and 21 Approved Mentor Applications.

Active Agreements Under the New Mentor-Protégé Program:

- Assurance Technology Corporation
- ATK
- The Boeing Company (2)
- Honeywell Technology Solutions, Inc.
- ITT Corporations Systems Division
- Jacobs Technology
- Jet Propulsion Laboratory
- Raytheon Technology Solutions, Inc. (2)
- SAIC

Approved Mentors Are:

- Assurance Technology Corporation (ATC)
- ATK Space Systems
- Ball Aerospace
- The Boeing Company
- Booz Allen Hamilton

- Coastal International Security, Inc.
- Computer Sciences Corporation
- Honeywell Technology Solutions
- ITT Corporation Systems Division
- Jacobs Technology
- Jet Propulsion Laboratory
- L-3 Enterprise Information
- Lockheed Martin Corporation
- Northrop Grumman Corporation
- Pratt and Whitney-Rocketdyne
- Raytheon Company
- SAIC
- SGT
- Teledyne Brown Engineering
- United Space Alliance
- Wyle Integrated Science and Engineering

The next deadline for Mentor-Protégé Agreements to be submitted to NASA Centers is May 15, 2010. Please consult NASA's Mentor-Protégé Program Web site for further information: <http://www.osbp.nasa.gov/mentor.html>. The Web site includes contacts for each of NASA's Field Centers, as well as the rules and deadlines for the program. Ms. Dana Jones, Headquarters Office of Small Business Programs, may also be contacted at (202) 358-2088 with questions.

IMPORTANT DATES TO REMEMBER

AA's Corner (continued from page 2)

(SAIC) and Jacobs Technology for entering into Mentor Protégé agreements with Historically Black Colleges, since there is a great deal of untapped technology in these entities.

The small business training being conducted at each of the Centers is continuing and being very well received. Each of the Center's has requested additional classes so more of the contracting specialist and contracting officers can receive the training. In coordination with the Headquarters offices of Procurement and General Counsel, OSBP developed training for the Agency's Source Selection Boards. This training was developed to assist source boards across the Agency to better understand and consistently score the NASA Small Business Utilization Clause in the Agency's solicitations.

The last change I will mention concerns my title. My title has been updated to the Associate Administrator for the Office of Small Business Programs. I see the change in NASA's mission as a GREAT opportunity for small businesses to become more significant in supporting NASA. And with the strong support of NASA's senior leadership and at the Centers, it can be accomplished.

GLENN A. DELGADO

ASSOCIATE ADMINISTRATOR

NASA OFFICE OF SMALL BUSINESS PROGRAMS

6th Annual National Veteran Small Business Conference and Expo (continued from page 3)

- Legislation affecting small businesses
- Legal issues with Government contracting
- Managing small business finances
- Successful business strategies
- Subcontracting
- And more!

Expo

The 6th Annual National Veteran Small Business Conference will feature an Expo to showcase Federal Government Agencies, Prime Contractors, and Veteran-Owned and Service-Disabled Veteran-Owned Small Businesses (VO/SDVOSB). For more information, visit: <http://www.nationalveteransconference.com/>.

22nd Annual JPL High-Tech Conference

March 2-3, 2010

Los Angeles, California

Web site: <http://acquisition.jpl.nasa.gov/boo/2010HT/>

20th Anniversary OSDBU Procurement Conference

April 21, 2010

Chantilly, Virginia

Web site: <http://www.fbcinc.com/osdbu/>

6th Annual National Veteran Small Business Conference and Expo

July 19-22, 2010

Las Vegas, Nevada

Web site: <http://www.nationalveteransconference.com/>

Kennedy Space Center Business Opportunities Expo

October 18, 2010

Kennedy Space Center, Florida

Web site: www.osbp.nasa.gov

3rd NASA/JPL Small Business Symposium and Awards Ceremony

Fall 2010

Washington, DC area

Web site: www.osbp.nasa.gov

For more OSBP calendar dates, visit our Web site at <http://www.osbp.nasa.gov/>.

SUCCESS STORY SUBMISSION SCHEDULE:

DEADLINE

January 31st

April 30th

July 31st

October 31st

PUBLISHED

March

June

September

December

OSBP WEB SITE:

The improved NASA Office of Small Business Programs Web site is up and proving successful in helping individuals and companies to navigate small business policy, procedure, and best practices at NASA.

The purpose of the Web site, www.osbp.nasa.gov, is to share the vision of the Small Business Program at NASA, as well as provide pertinent information on how to do business with NASA.

TO SUBMIT AN ARTICLE:

THE OFFICE OF SMALL BUSINESS PROGRAMS (OSBP) NEWSLETTER IS THE QUARTERLY ELECTRONIC PUBLICATION OF THE NASA OSBP.

OSBP welcomes articles and opinion pieces that are directed to advocates of small businesses. These articles are printed as space is available and should be approximately 750-1000 words in length. Articles that were printed elsewhere cannot be reprinted in the OSBP Newsletter without written permission from the original printing source. Submissions will be edited as necessary.

Do you have a small business success story that could inspire small business collaboration and advocacy? If so, tell us about it. Send your "success story" to smallbusiness@nasa.gov. Please type "newsletter" in the subject line of your e-mail.

THE OSBP STAFF:

THE OSBP OFFICE IS A TEAM COMMITTED TO PROVIDING EXCELLENCE IN SERVICE AND INFORMATION TO THE SMALL BUSINESS COMMUNITY.

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FY10 NASA Agency Prime Goals vs. Actual Percentages AS OF JANUARY 31, 2010

CATEGORY	DOLLARS
Total Dollars	\$ 4,639,151,999
Small Business	\$ 601,735,596
SDB	\$ 239,305,303
8(a)	\$ 97,780,234
HUBZone	\$ 18,055,357
WOSB	\$ 88,189,851
SDVOSB	\$ 58,453,229

